



September 2, 2016

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Expanding Consumers' Video Navigation Choices, MB Docket No. 16-42;
Commercial Availability of Navigation Devices, CS Docket No. 97-80

Dear Ms. Dortch:

Best Buy supports the efforts of the Federal Communications Commission to “Unlock the Set-top Box” by promoting consumer choice and innovation through availability at retail of competitive navigation devices that access video services from MVPD networks.

With more than 1,400 retail stores and locations in the United States, as well as *bestbuy.com*, Best Buy is a leading provider to consumers of video technology products, services, and solutions. Best Buy's Insignia product line includes many of the most advanced video products available on the market today (such as a line of 4K Ultra HD Smart TVs with Roku TV) and our stores offer innovative video products from other leading manufacturers that consumers use to access MVPD and online streaming video services.

Best Buy recognizes the prospective importance of the NPRM to the ability of Best Buy, as both a manufacturer and retailer, to provide consumers with a national offer of audiovisual products that interact with MVPD systems. The ability to market products and services nationally, and to train staff on a national basis, would enable Best Buy to serve customers more efficiently, create value for consumers, and offer consumers more choice and lower prices.

We support the Commission's goal in the NPRM to: provide consumers meaningful choices among innovative solutions offered by both MVPDs and their competitors; enable national portability; and ensure consumers can access and enjoy all their MVPD services and content regardless of whether they use the MVPD-supplied solution or a competitive device. It is our understanding that the Commission can accommodate the commercial interests of MVPDs and protect the copyrights of program suppliers without penalizing consumers' ability to choose



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devices and applications that are at least as fully-functional as CableCARD-reliant devices are today.

Best Buy therefore continues to support an implementation of Section 629 that promotes the availability of fully-functional competitive products to the consumers, without constraining innovation. Best Buy urges the Commission to continue its steps pursuant to the NPRM toward developing a meaningful and competitive retail market for the next phase of home audiovisual systems.

Should you have any questions, please contact me at your convenience.

Respectfully submitted,

/s/ Todd G. Hartman

Todd G. Hartman
Senior Vice President, Deputy General
Counsel